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IDENTIFIERS Mountain Plains Program

ABSTRACT

One of thirteen individualized courses included in a marketing curriculum, this course covers the steps to be followed in planning, constructing, and evaluating the effectiveness of merchandise displays. The course is comprised of one unit, General Merchandise Displays. The unit begins with a Unit Learning Experience Guide that gives directions for unit completion. The remainder of each unit consists of Learning Activity Packages (LAP) that provide specific information for completion of a learning activity. Each LAP is comprised of the following parts: objective, evaluation procedure, resources, procedure, supplemental sheets, study guide, and a LAP test with answers. The course is preceded by a pretest which is designed to direct the student to units and performance activities. (LRA)

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ED197171

MOUNTAIN PLAINS LEARNING EXPERIENCE GUIDE:

Marketing.

Course: Visual Merchandising.

CE 027 801

U S DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

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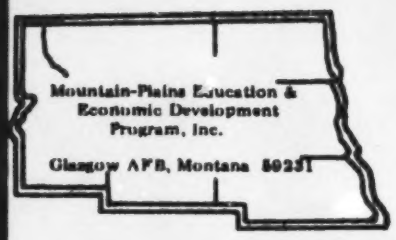

Learning Experience Guide

COURSE: VISUAL MERCHANDISING

DESCRIPTION:

This course covers the steps to be followed in planning, constructing, and evaluating the effectiveness of merchandise displays.

RATIONALE:

Most sales and management personnel are expected to be able to construct displays at or near the point of purchase. A good display attracts customers and assists sales people in selling products to customers.

OBJECTIVE:

Identify fundamental merchandise display techniques. Plan and evaluate merchandise displays.

PREREQUISITES:

Basic Salesmanship 27.07

RESOURCES:

A resource list is attached.

GENERAL INSTRUCTIONS:

Complete this entire course.

UNIT TITLES:

.01 General Merchandise Displays

Principal Author(s): T. Preston, B. Egan

EVALUATION PROCEDURE:

Complete a multiple choice test with 80% accuracy.

FOLLOW-THROUGH:

Upon completion of this course, contact the instructor for information and instructions regarding further study.

RESOURCE LIST

Printed Materials

1. Display and Promotion. Gary R. Smith, Gregg Division/McGraw-Hill Book Company, 1970.

Audio/Visuals

1. Point of Purchase Display (sound filmstrip). International Film Bureau, 1970.

Equipment

1. Columns.
2. Cubes.
3. Lights.
4. Mannequins.
5. Material (cloth, cardboard, etc.).
6. Merchandise for display.
7. Projector, 35 mm filmstrip, Singer-Graflex or equivalent.
8. Show cards.

8/11/75

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COURSE/UNIT PRETEST: VISUAL MERCHANDISING

27.06.01.01.

1. Displays, which are used to promote a certain manufacturer's products at the point where the goods are sold are:

   a. ROG displays.
   b. single-line displays.
   c. POP displays.
   d. unified displays.

2. Merchandise that is fragile or that soils easily is usually kept in what types of display area?

   a. open case
   b. shadow box
   c. closed case
   d. wall shelf

3. Which display methods should be used when the products have been nationally advertised and have come to symbolize reliability and quality performance?

   a. single-item
   b. institutional
   c. related-merchandise
   d. line-of-goods

4. Those displays that give the customers an opportunity to select and buy different types of merchandise are usually called:

   a. related-goods displays.
   b. multi-item displays.
   c. assortment displays.
   d. associated-merchandise displays.

5. In a food or drug store, the ideal spot for an impulse display is:

   a. at the entrance.
   b. at the end of an aisle.
   c. on an interior wall.
   d. at the checkout counter.

27.06.01.02.

6. Colors that have black added to them and have a dark value are called:

   a. analogous.
   b. shades.
   c. triadics.
   d. hues.

7. Which color is used to brighten a poorly lighted display?

   a. blue
   b. orange
   c. red
   d. yellow

8. Which term is used to describe the coolness or warmth of a color?

   a. contrast
   b. value
   c. tone
   d. intensity

9. Which color is a primary color?

   a. red
   b. orange
   c. aqua
   d. purple

10. Which type of arrangement of a display gives the viewer a feeling of motion?

    a. curved line
    b. straight line
    c. vertical line
    d. diagonal line

27.06.01.03.

11. In a display, the type of rhythm in which there is a gradual change in the various units of a display is called:

    a. repetition.
    b. interruption.
    c. palpitation.
    d. gradation.

27.06.01.03. continued:

12. If a toy display consisted of small, medium, and large dump trucks, the person creating the display would be using which principle of design?

    a. coherence
    b. unity
    c. dominance
    d. gradation

13. If props or items in a display are arranged so that they overlap one another, the type of arrangement is called:

    a. trapezoidal.
    b. radiation.
    c. three-dimensional.
    d. interference.

14. The combination of similar shapes, lines, or colors into an arrangement that is pleasing to the eye is called:

    a. radiation.
    b. harmony.
    c. rhythm.
    d. charisma.

15. Which result is obtained when the components of a display are organized into a complete design to make a single impression?

    a. adherence
    b. unity
    c. coherence
    d. charisma

27.06.01.04.

16. An item such as slacks is often displayed on which of the following props rather than on a mannequin?

    a. tee
    b. form
    c. display easel
    d. torso

17. The prop which is particularly effective in highlighting merchandise dramatically is:

    a. cube
    b. panel
    c. stanchion
    d. pyramid

27.06.01.04. continued:

18. Display easels are used most often to display which of the following merchandise?

    a. handbags
    b. cosmetics
    c. notions
    d. cookware

19. The easiest way to obtain a spattered effect on a prop is to cover it with which of the following materials?

    a. contact cement and metallic flakes
    b. textured paper
    c. vegetable dye
    d. aerosol paint

20. Which material should be used when a large sign is needed for a display?

    a. 14-ply signboard
    b. 8-ply signboard
    c. water-color paper
    d. mat board

27.06.01.05.

21. The best way to hide lights which could be distracting in a display would be to use which of the following devices?

    a. shadow box
    b. mezzanine
    c. valance
    d. palisade

22. In rating a display, the three areas which should receive the greatest weight are:

    a. power to attract attention, arrangement, and selling power.
    b. power to attract attention, arrangement, and cleanliness.
    c. arrangement, selling power, and timeliness.
    d. lighting, power to attract attention, and selling power.

27.06.01.05. continued:

23. Short draperies or wood or metal facings across the top of a window are called:

    a. mezzanines.
    b. valances.
    c. apportionments.
    d. balustrades.

24. Show cards used in interior displays are called:

    a. postboards.
    b. impulse cards.
    c. counter cards.
    d. signboards.

25. The first step in actually constructing a display is:

    a. setting the smaller fixtures in place.
    b. placing the merchandise in the display area.
    c. adjusting the lighting.
    d. setting the larger props in place.

COURSE/UNIT PRETEST ANSWER KEY: VISUAL MERCHANDISING

Occupational Area:
File Code: 27.06.00.00.A2-2
Name:

ANSWERS

27.07.01.01	1. C	_____	27.07.01.05	21. C	_____	41.	_____
	2. C	_____		22. A	_____	42.	_____
	3. D	_____		23. B	_____	43.	_____
	4. C	_____		24. C	_____	44.	_____
	5. D	_____		25. D	_____	45.	_____
27.07.01.02	6. B	_____		26.	_____	46.	_____
	7. D	_____		27.	_____	47.	_____
	8. C	_____		28.	_____	48.	_____
	9. A	_____		29.	_____	49.	_____
	10. A	_____		30.	_____	50.	_____
27.07.01.03	11. D	_____		31.	_____	51.	_____
	12. D	_____		32.	_____	52.	_____
	13. D	_____		33.	_____	53.	_____
	14. B	_____		34.	_____	54.	_____
	15. B	_____		35.	_____	55.	_____
27.07.01.04.	16. A	_____		36.	_____	56.	_____
	17. A	_____		37.	_____	57.	_____
	18. A	_____		38.	_____	58.	_____
	19. D	_____		39.	_____	59.	_____
	20. A	_____		40.	_____	60.	_____

Student: _____ File Code: 27.06.00.00. B2-2

Date: _____ Date Published: 10/2/74

COURSE/UNIT POST TEST: VISUAL MERCHANDISING

27.06.01.01.

1. The promotional mix which a small company would use is:

   a. advertising, display, sales promotion.
   b. personal selling, advertising, sales promotion.
   c. advertising, display, public relations.
   d. display, public relations, sales promotion.

2. In department stores seasonal display windows most commonly feature:

   a. one-item displays.
   b. sporting goods display.
   c. line-of-goods displays.
   d. housewares displays.

3. Displays, which are used to promote a certain manufacturer's products at the point where the goods are sold are:

   a. ROG displays.
   b. single-line displays.
   c. POP displays.
   d. unified displays.

4. Which display methods should be used when the products have been nationally advertised and have come to symbolize reliability and quality performance?

   a. single-item
   b. institutional
   c. related-merchandise
   d. line-of-goods

5. Those displays that give the customers an opportunity to select and buy different types of merchandise are usually called:

   a. related-goods displays.
   b. multi-item displays.
   c. assortment displays.
   d. associated-merchandise displays.

27.06.01.02.

6. When a hard diamond is displayed against a soft velvet background, the designer is taking advantage of which of these design principles?

   a. texture
   b. weight
   c. value
   d. contrast

7. Colors that have black added to them and have a dark value are called:

   a. analogous.
   b. shades.
   c. triadics.
   d. hues.

8. Which color is usually used to obtain a calm and relaxing mood in a display?

   a. blue
   b. red-orange
   c. blue-green
   d. green

9. Which color is used most often to soften displays that contain a large amount of color?

   a. brown
   b. green
   c. red
   d. purple

10. Which color is a secondary color?

   a. maroon
   b. yellow
   c. green
   d. yellow-orange

27.06.01.03.

11. Placing emphasis on a particular item or stressing an idea in a display provides which of the following design qualities?

   a. highlighting
   b. dominance
   c. valance
   d. contrast

27.06.01.03. continued:

12. A proper proportion results when the signs, props and other equipment used in a display are how many times long as they are wide?

    a. same proportion
    b. 1.5 times
    c. 2.0 times
    d. 2.5 times

13. The display element used most often to draw and hold a customer's attention is:

    a. unity.
    b. repetition.
    c. balance.
    d. dominance.

14. If props or items in a display are arranged so that they overlap one another, the type of arrangement is called:

    a. trapezoidal.
    b. radiation.
    c. three-dimensional.
    d. interference.

15. The stairstep arrangement is favored for displaying which of the following types of merchandise?

    a. furniture
    b. drug items
    c. sporting goods
    d. hats and gloves

27.06.01.04.

16. Which is another term for a display "prop" ?

    a. "tool"
    b. "segment"
    c. "buildup"
    d. "hardware"

27.06.01.04. continued:

17. If a stairstep arrangement is desired, which of the following props would be used?

a. tees
b. pedestals
c. columns
d. screens

18. The prop which is particularly effective in highlighting merchandise dramatically is a:

a. cube
b. panel
c. stanchion
d. pyramid

19. Display easels are used most often to display which of the following merchandise:

a. handbags
b. cosmetics
c. notions
d. cookware

20. Fixtures that are especially designed to display hats are called:

a. torsos.
b. millinery heads.
c. hat tees.
d. caps.

27.06.01.05.

21. Which of the following lighting colors produces the best contrast in a display:

a. amber
b. red
c. green
d. magenta

27.06.01.05. continued:

22. In rating a display, the three areas which should receive the greatest weight are:

a. power to attract attention, arrangement, and selling power.
b. power to attract attention, arrangement, and cleanliness.
c. arrangement, selling power, and timeliness.
d. lighting, power to attract attention, and selling power.

23. The standard display rating sheet used most often as a guide to evaluating displays is published by which of the following organizations?

a. AFTRA
b. IOTCE
c. CSC
d. DECA

24. Which of the following types of display lighting produces the least amount of heat?

a. incandescent
b. neon
c. flood
d. fluorescent

25. In small stores, who usually decides what merchandise will be featured in a display?

a. the store owner
b. the display director
c. the sales personnel
d. the promotion manager

COURSE TEST ANSWER SHEET

Occupational Area:
File Code: POST TEST
Name: 27.06.00.00 B2-2
Family Pay Number

Sex M F (Circle 1)

ANSWERS

0601

1. D _____
2. C _____
3. C _____
4. D _____
5. C _____

02

6. A _____
7. B _____
8. A _____
9. A _____
10. C _____

03

11. B _____
12. B _____
13. D _____
14. D _____
15. D _____

04

16. C _____
17. B _____
18. A _____
19. A _____
20. B _____

05

21. C _____
22. A _____
23. D _____
24. D _____
25. A _____
26. _____
27. _____
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31. _____
32. _____
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60. _____

COURSE TEST ANSWER SHEET

Occupational Area: PRE TEST
File Code: 27.06.00.00. A2-2
Name:
Family Pay Number

Sex M F (Circle 1)

ANSWERS

0601

1. C
2. C
3. D
4. C
5. D

02

6. B
7. D
8. C
9. A
10. A

03

11. D
12. D
13. D
14. B
15. B

04

16. A
17. A
18. A
19. D
20. A

05

21. C
22. A
23. B
24. C
25. D
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Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Experience Guide

UNIT: GENERAL MERCHANDISE DISPLAY

RATIONALE:

A good display attracts customers and assists sales people in selling a business' products. Most sales and mid-management personnel are expected to be able to construct effective displays.

PREREQUISITES:

Basic Salesmanship 27.07.

OBJECTIVES:

Identify examples of fundamental merchandise display techniques. Construct and evaluate merchandise displays.

RESOURCES:

Printed Materials:

Display and Promotion, Gary R. Smith, Gregg Division/McGraw-Hill Book Company, 1970.

Audio/Visual:

"Point of Purchase Display," International Film Bureau, 1970 (sound filmstrip)

Equipment:

Singer-Graflex 35 mm Filmstrip Projector (or equivalent)

GENERAL INSTRUCTIONS:

Complete all performance activities in this unit.

Principal Author(s): T. Preston, B. Egan

PERFORMANCE ACTIVITIES:

.01 Types of Displays
.02 Basic Design Terminology
.03 Principles of Design
.04 Materials in Displays
.05 Evaluating Displays

EVALUATION PROCEDURE:

Complete an instructor-scored multiple-choice course/unit test with 80% accuracy. Complete a performance test according to the criteria listed on the test.

FOLLOW-THROUGH:

Go to the first assigned LAP.

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Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Types of Displays

OBJECTIVE:

Identify the different types of displays, define or describe each type.

EVALUATION PROCEDURE:

Complete a student-scored multiple-choice test. Successful completion is eight out of ten items.

RESOURCES:

Display and Promotion, Smith, 1970.

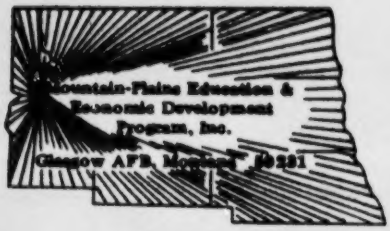
PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Read pages 1 through 24.
3. Answer questions 1 through 9 under "Talking Business" on page 25, and questions 2 and 4 under "Sharpen Your Outlook" on pages 25 and 26 on a separate sheet of paper.
4. Turn in your answer sheets to the instructor.
5. Return the text.
6. Take the LAP test. Correct all errors.
7. When this assignment is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.06.01.01. A2-2

Date: _____ Date Published: 10/2/74



LAP TEST: TYPES OF DISPLAYS

1. Window displays which are designed primarily to sell merchandise are called:

   a. multi-article displays.
   b. line-of-goods displays.
   c. promotional displays.
   d. seasonal displays.

2. Displays that are created primarily to build customer good will toward a store are called:

   a. merchandise related displays.
   b. community service displays.
   c. institutional displays.
   d. public relations displays.

3. Which term is used to describe the type of display which is used to arouse the customer's interest and desire to buy an item even though he had not planned a purchase?

   a. related-merchandise
   b. impulse
   c. associated
   d. spontaneous

4. Retail stores usually have a "white sale" during the month of:

   a. July.
   b. March.
   c. January.
   d. December.

5. See-through windows are most widely used by which of the following stores?

   a. department
   b. clothing
   c. supermarkets
   d. sporting goods

6. The primary function of displays is to:

   a. display merchandise so that customers will buy it.
   b. attract customers.
   c. put forth a store's image.
   d. provide customers with information regarding sizes, prices, and colors of goods.

7. Which type of store can use a one-item display most effectively?

   a. haberdashery
   b. department store
   c. furniture boutique
   d. jewelry store

8. Merchandise that is fragile or that soils easily is usually kept in what types of display area?

   a. open case
   b. shadow box
   c. closed case
   d. wall shelf

9. The combination of activities that is used to promote sales in a business is:

   a. promotional mix.
   b. publicity assortment.
   c. institutional advertising.
   d. marketing mix.

10. In a food or drug store, the ideal spot for an impulse display is:

   a. at the entrance.
   b. at the end of an aisle.
   c. on an interior wall.
   d. at the checkout counter.

LAP TEST ANSWER KEY: TYPES OF DISPLAYS

1. C
2. C
3. B
4. C
5. C
6. A
7. D
8. C
9. A
10. D

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Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Basic Design Terminology

OBJECTIVE:

Identify a list of terms used in display design, define each term, and identify and define the four elements of color.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Display and Promotion, Smith, 1970.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Read pages 41 through 49.
3. Neatly answer questions 1 through 11 under "Talking Business" on page 50, and questions 2, 3, and 4 under "Sharpen Your Outlook" on pages 50 and 51 on a separate sheet of paper.
4. Turn in your answer sheets to the instructor.
5. Complete the Project Goal on pages 53 and 54; keep this for reference in the next LAP.
6. Take the LAP test. Correct all errors.
7. When this assignment is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.06.01.02. A2-2

Date: _____ Date Published: 10/2/74

LAP TEST: BASIC DESIGN TERMINOLOGY

1. When two identical packages are painted two different colors, one dark and one light, how will the dark package appear in relation to the lighter one?

   a. larger
   b. lighter
   c. heavier
   d. taller

2. Of the four primary directions of the arrangement of a display, which is the most natural for the viewer?

   a. horizontal
   b. vertical
   c. right diagonal
   d. left diagonal

3. Colors that differ most from each other are called:

   a. supplementary colors.
   b. tones.
   c. shades.
   d. complementary colors.

4. Colors that have white added to them and have a light value are called:

   a. neutrals.
   b. tints.
   c. monochromatic.
   d. tones.

5. Which color is used to brighten a poorly lighted display?

   a. blue
   b. orange
   c. red
   d. yellow

6. Which term is used to describe the coolness or warmth of a color?

   a. contrast
   b. value
   c. tone
   d. intensity

7. Which color is a primary color?

   a. red
   b. orange
   c. aqua
   d. purple

8. Which type of arrangement of a display gives the viewer a feeling of motion?

   a. curved line
   b. straight line
   c. vertical line
   d. diagonal line

9. Looking at the horizon creates a calm feeling and an illusion of width and space. The same effect is produced in a display by the use of which line of direction?

   a. vertical
   b. spatial
   c. horizontal
   d. diagonal

10. Which line directions in displays appeal to men?

   a. spatial
   b. curved
   c. diagonal
   d. straight

LAP TEST ANSWER KEY: BASIC DESIGN TERMINOLOGY

1. C
2. D
3. D
4. B
5. D
6. C
7. A
8. A
9. C
10. D

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Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Principles of Design

OBJECTIVE:

Identify the principles of design; define or describe each principle.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Display and Promotion, Smith, 1970.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Read pages 55 through 60.
3. Neatly answer questions 1 through 8 under "Talking Business" on page 61, and questions 2,3, and 4 on page 62 on a separate sheet of paper.
4. Turn in your answer sheets to the instructor.
5. Complete the Project Goal on pages 65 and 66; keep this for reference in the next LAP.
6. Take the LAP test. Correct all errors.
7. When this assignment is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

LAP TEST ANSWER KEY: PRINCIPLES OF DESIGN

1. D
2. D
3. C
4. B
5. D
6. C
7. D
8. A
9. B
10. B

File Code: 27.06.01.04.A2-0

Date Published: 3/18/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Materials Used in Displays

OBJECTIVE:

Identify a list of products, select an appropriate display prop and briefly state the reason for the selection.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Display and Promotion, Smith, 1970.
Filmstrip: "Point of Purchase Display", International Film Bureau, 1970.
Audio-Visual Equipment.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. View filmstrip, "Point of Purchase Display."
3. Read pages 67 through 76.
4. Neatly answer question 1 and 2 under "Sharpen Your Outlook" on page 77, on separate sheet of paper.
5. Turn in your answer sheets to the instructor.
6. Complete the Project Goal on page 80; use the display rating sheet on pages 80, 81 and 82.
7. Take the LAP test. Correct all errors.
8. When this assignment is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.06.01.04. A2-2

Date: _____ Date Published: 9/29/75

LAP TEST: MATERIALS IN DISPLAYS

1. If stateliness and elegance are desired in a display, which props could be used?

   a. columns
   b. tables
   c. standards
   d. forms

2. A fabric used most frequently in men's stores as a display material is:

   a. satin.
   b. burlap.
   c. moire.
   d. neoprene.

3. Which fabric is classified as a "homespun" material?

   a. felt
   b. taffeta
   c. chenille
   d. patent leather

4. Which item would be used as a natural prop during the winter months?

   a. maple leaves
   b. evergreens
   c. artificial grass
   d. artificial tulips

5. Which item is used to make artificial flowers for a display?

   a. ribbons
   b. seamless paper
   c. textured water-colored paper
   d. crepe paper

6. An item such as slacks is often displayed on which of the following props rather than on a mannequin?

   a. tee
   b. form
   c. display easel
   d. millinery

7. What method is used to apply paper to a display wall?

   a. taping
   b. tacking
   c. glueing'
   d. stapling

8. Backgrounds, walls, and floors in a display are best painted with which of the following types of paints?

   a. lacquer
   b. oil based
   c. water-based
   d. enamel

9. The easiest way to obtain a spattered effect on a prop is to cover it with which of the following materials?

   a. contact cement and metallic flakes
   b. textured paper
   c. vegetable dye
   d. aerosol paint

10. Which material should be used when a large sign is needed for a display?

    a. 14-ply signboard
    b. 8-ply signboard
    c. water-color paper
    d. mat board

LAP TEST ANSWER KEY: MATERIALS IN DISPLAYS

1. A
2. B
3. C
4. B
5. D
6. A
7. D
8. C
9. D
10. A

File Code: 27.06.01.05.A2-0

Date Published: 3/18/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Evaluating Displays

OBJECTIVE:

Given a window display, evaluate the display using a standard display rating sheet.

EVALUATION PROCEDURE:

The score on the student's display rating sheet must be within 10 points of the standard established score for the display.

RESOURCES:

Display and Promotion, Smith, 1970.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Read pages 29 through 34.
3. Study the display shown on page 35. Read the description of the display given at the top of page 36.
4. Read the directions for using the display rating sheet on page 36.
5. Using the display rating sheet on pages 36 and 37, judge the display shown on page 35. Use a separate sheet of paper for your answers.
6. Turn in your answer sheet to the instructor.
7. Return the text.
8. Take the LAP test. Correct all errors.
9. If successful, ask instructor for performance test. NOTE: Student will construct 3 different displays. They will be evaluated by instructor.
10. If previous tests are completed successfully, ask instructor to schedule course test at the test center.
11. When this assignment is successfully completed, proceed to the next course.

Principal Author(s): T. Preston

Student: _____ File Code: 27.06.01.05. A2-2

Date: _____ Date Published: 10/2/74

LAP TEST: EVALUATING DISPLAYS

1. Which of the following types of lighting give a display window the most natural appearance?

   a. incandescent
   b. fluorescent
   c. neon
   d. spot or flood

2. Which of the following lighting colors implies strength and denotes strong emotions?

   a. red
   b. amber
   c. green
   d. magenta

3. The best way to hide lights which could be distracting in a display would be to use which of the following devices?

   a. shadow box
   b. mezzanine
   c. valance
   d. palisade

4. On a standard display rating sheet, which one of the following items is in the "Technical Excellence" category?

   a. unique use of some common item
   b. display of items as customer would use them
   c. lighting equipment is adequate
   d. cleanliness of the total display area

5. On a standard display rating sheet, which one of the following items is in the "Power to Attract Attention" category?

   a. use of related items
   b. motion in the display
   c. appropriateness of colors used
   d. use of show cards

6. The device which is used to indicate price or brand name of a product in a display is called:

   a. signboard.
   b. product information card.
   c. show card.
   d. billboard.

7. Short draperies or wood or metal facings across the top of window are called:

   a. [illegible].
   b. valences.
   c. [illegible].
   d. [illegible].

8. Show cards used in interior displays are called:

   a. postboards.
   b. impulse cards.
   c. counter cards.
   d. signboards.

9. The first step in actually constructing a display is:

   a. setting the smaller fixtures in place.
   b. placing the merchandise in the display area.
   c. adjusting the lighting.
   d. setting the larger props in place.

10. After a theme is chosen, the next step in designing a display in order to show how a display will look and what merchandise will be needed is:

    a. selecting the appropriate props.
    b. making a series of sketches.
    c. selecting the merchandise colors.
    d. consulting the general manager.

LAP TEST ANSWER KEY: EVALUATIONG DISPLAYS

1. B
2. A
3. C
4. A
5. B
6. C
7. B
8. C
9. D
10. B

INSTRUCTOR CRITERION KEY

OBJECTIVES 1,2, 3 (Items 4,8, and 12):

Display will be judged on the basis of:

a. ability to attract attention
b. arrangement
c. cleanliness
d. timeliness
e. selling power
f. lighting
g. unusual use of materials

Student must get 4 out of 7 to pass test line item.

(a) Attention attraction will be decided by:

1. movement
2. background
3. cleverness of theme
4. execution of theme
5. suitability of props
6. appropriate to floor

To pass (a) 3 out of 6 must be true of display.

(b) Arrangement will be decided by:

1. proper amount of merchandise
2. props enhance
3. related items
4. show cards
5. direction of major items
6. use of vantage points

To pass (b) 3 out of 6 must be true of display.

(c) Cleanliness will be decided by:

1. clean display area
2. clothing clean and pressed
3. props in good repair
4. floor clean
5. background clean
6. glass and frames clean

To pass (c) 3 out of 6 items must be true of display.

INSTRUCTOR CRITERION KEY (Continued)

(d) Timeliness will be decided by:

1. appropriate color
2. correct theme
3. show cards
4. correct items

To pass (d) 2 out of 4 must be true of display.

(e) Selling power will be decided by:

1. props focus attention on items
2. features
3. lighting emphasize features
4. show cards bring out selling points
5. concentrate on important ideas
6. displayed as items used

To pass (e) 3 out of 4 must be true of display.

(f) Lighting will be decided by:

1. enhancement of colors
2. fixtures clean
3. focus attention on items

To pass (f) 2 out of 3 must be true of display.

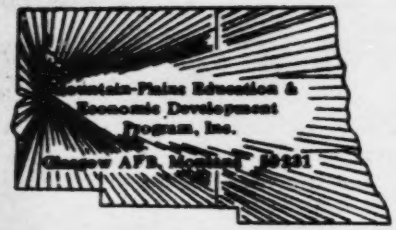
(g) Unusual use of materials will be decided by:

1. unusual item used
2. arrangement
3. folded, placed, or suspended
4. pins hidden

To pass (g) 2 out of 4 must be true of display.

Student: _____ File Code: 27.06.01.00.A1-5

Date: _____ Date Published: 11/15/74



Family Pay Number: _____ Sex: M F (Circle 1)

UNIT PERFORMANCE TEST: GENERAL MERCHANDISE DISPLAY

OBJECTIVE 1:

Construct a promotional display according to the attached checklist.

OBJECTIVE 2:

Construct an interior display according to the attached checklist.

OBJECTIVE 3:

Construct a related merchandise display (either promotional or interior) according to the attached checklist.

TASK:

The student will be asked to choose a theme, select merchandise appropriate to that theme, and construct three different displays. There will be a promotional display, an interior display and a related merchandise display. These displays may be based on the same theme or a different theme may be chosen for each one.

ASSIGNMENT:

CONDITIONS:

The student will be supplied with a pool of merchandise of his choice and be asked to arrange the display in a setting designed to simulate a retail store. He may not receive any help from the instructor or other students.

RESOURCES:

Mannequins
Cubes
Material (cloth, cardboard, etc.)
lights
show cards
columns
Merchandise for display

Student: _____ File Code: 27.06.01.00.A1-5

Date: _____ Date Published: 11/15/74

Family Pay Number: _____ Sex: M F (Circle 1)

PERFORMANCE CHECKLIST:

OVERALL PERFORMANCE: Satisfactory_____ Unsatisfactory_____

	CRITERION Met	Not Met
Objective 1:		
1. Student will select a theme for the promotional display.		
Criterion: The theme can be used with the available		
merchandise pool.		
2. Student will draw a sketch of the display.		
Criterion: Student will use the sketch to construct the		
display.		
3. Student will select merchandise.		
Criterion: Must be appropriate to theme and sketch.		
4. Student will construct a promotional display.		
Criterion: Conformance with instructor criterion key.		
Objective 2:		
5. Student will select a theme for an interior display.		
Criterion: The theme can be used with the available		
merchandise pool.		

	CRITERION Met	Not Met
6. Student will draw a sketch of the display.		
Criterion: Student will use the sketch to construct the display.		
7. Student will select merchandise.		
Criterion: Must be appropriate to theme and sketch.		
8. Student will construct an interior display.		
Criterion: Conformance with instructor criterion key.		
Objective 3:		
9. Student will select a theme for a merchandise related display.		
Criterion: The theme can be used with the available merchandise pool.		
10. Student will draw a sketch of the display.		
Criterion: Student will use the sketch to construct the display.		
11. Student will select merchandise.		
Criterion: Must be appropriate to theme and sketch.		
12. Student will construct a merchandise related display.		
Criterion: Conformance with instructor criterion key.		
The student must satisfactorily complete 10/12 line items to receive an overall score of satisfactory.		

Instructor will inspect display for the following. 3 out of 6 items must be true to pass this task:

a. [redacted]ound should be appropriate
b. [redacted] should be clever.
c. [redacted]thing should be moving in display.
d. Theme should be well executed.
e. Display props should be suitable and attractive.
f. Floor must be appropriate.

Instructor will inspect display for the following. 3 out of 6 items must be true to pass this task:

a. Display should have proper amount of merchandise.
b. Props should enhance rather than detract from display.
c. Related items should be used.
d. Appropriate "helps" or show cards should be used.
e. Major items should point to next.
f. Display should make use of several vantage points.

Instructor will inspect display for the following. 3 out of 6 items must be true to pass this task:

a. Display should be clean.
b. If clothing is used, should be clean and pressed.
c. Forms and fixtures should be in good repair.
d. Floor should be clean.
e. Background should be clean.
f. Frames and glass should be clean.

Instructor will inspect display for the following. 3 out of 4 items must be true to pass this task:

a. Colors should be appropriate in display.
b. Theme should be correct for display.
c. Show cards should be related to display.
d. Items should be well chosen for display.

Instructor will inspect display for the following. 4 out of 7 items must be true to pass this task:

a. Props should focus attention on items.
b. Features should be clearly shown
c. Lighting should emphasize important features.
d. Show cards should bring out important selling points.
e. Theme should aid features of items.
f. Should be able to find and concentrate on most important ideas.
g. Items should be displayed as they would be used.

Instructor will inspect display for the following. 2 of the 3 items must be true to pass this task:

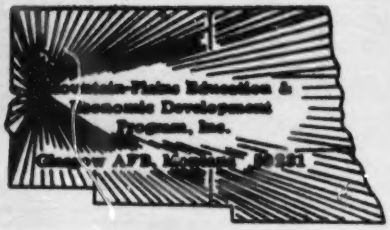
a. Lighting should enhance colors in display.
b. Lighting fixtures should be clean.
c. Lighting should focus attention on items in display.

Instructor will inspect display for the following. 2 out of 4 items must be true to pass this task:

a. A unique use of a common item should be used - such as chicken wire, streamers, pipe cleaners, etc.
b. Arrangement of merchandise should add to appearance of display.
c. Items should be well folded, placed or suspended.
d. Pins should be hidden.

Student: _____ File Code: 27.06.01.03. A2-2

Date: _____ Date Published: 10/2/74



LAP TEST: PRINCIPLES OF DESIGN

1. Which effect occurs when one or more elements are placed on one side of a display and are balanced by dissimilar elements on the other side?

   a. repetition
   b. formal balance
   c. predominance
   d. informal balance

2. In a display, the type of rhythm in which there is a gradual change in the various units of a display is called:

   a. repetition.
   b. interruption.
   c. palpitation.
   d. gradation.

3. The combination of similar shapes, lines, or colors into an arrangement that is pleasing to the eye is known as:

   a. coherence.
   b. standardization.
   c. harmony.
   d. radiation.

4. Which effect occurs when one or more elements of a display are balanced by similar elements on the opposite side?

   a. informal balance
   b. formal balance
   c. predominance
   d. repetition

5. If a toy display consisted of small, medium, and large dump trucks, the person creating the display would be using which principle of design?

   a. coherence
   b. unity
   c. dominance
   d. gradation

6. If a display consists of items of the same size, shape, or color tone, and an item of different size, shape or color tone is injected into the arrangement, which of the following effects is obtained?

   a. adherence
   b. interjection
   c. interruption
   d. prominence

7. The pyramid arrangement is used most effectively for displaying which of the following types of merchandise?

   a. millinery
   b. men's wear
   c. lingerie
   d. drug items

8. Which term describes the type of arrangement that begins on a broad base and proceeds to the top with items placed irregularly?

   a. zigzag
   b. inverted pyramid
   c. pyramid
   d. staitstep

9. The combination of similar shapes, lines, or colors into an arrangement that is pleasing to the eye is called:

   a. radiation.
   b. harmony.
   c. rhythm.
   d. charisma.

10. Which result is obtained when the components of a display are organized into a complete design to make a single impression?

    a. adherence
    b. unity
    c. coherence
    d. charisma